Working Document

1991 CAMBRIDGE BOWLING
Program Overview

The 1991 Cambridge Bowling program leverages our involvement in the sport of bowling to drive product sales and is comprised of four business building components:

1. Grass-roots Tournament Competition featuring extensive sampling opportunities in approximately 1200 bowling centers.

2. Retail Tie-ins that secure display in key trade classes and cross-promote to benefit both bowling centers and carton outlets.

3. Government Affairs involvement to capitalize on organized pro-tobacco governing bodies in order to generate third-party support for PM's legislative or political issues.

4. Name Generation through questionnaire on tournament entry form in order to help build direct marketing data base.

I. Grass-roots Competition (format)

- Local Competition - Open to male and female bowlers 21 years of age or older with a verifiable 1990-1991 league average. Qualifying tournaments will be held at approximately 1800 to 2000 bowling centers in approximately 45 Cambridge markets from September 16 through October 13, 1991. The format will be a three game series with handicap.

- In-House Championships - The bowler rolling the highest game in each league in each Center will be named the "Cambridge Star of the Game" and receive a certificate. The Cambridge Stars of the Game will qualify to participate in an in-house local championship to be held in each Center October 14 through 27, 1991.

- Regional Market Finals - The high scoring male and female bowler from each center will advance to a Regional Market Final to be held November 9 through 10, 1991. The format will be a three game series with handicap and bowlers will compete for a minimum total prize fund of $2,500 in each Region.

- Pro/Am Championship - The top male and top female bowler from each region will advance to a Pro/AM Championship to be held in Reno, Nevada December 5 through 6, 1991. The format will be a four game series with handicap and bowlers will compete for total prize fund of $125,000.

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. Professional Mixed Doubles Tournament - A professional mixed doubles tournament will be scheduled December 7 through 8, 1991 in conjunction with the Pro/Am Championship. The Professional Bowling Association ("PBA") and Ladies Professional Bowling Tour ("LPBT") players will compete in the Pro Tournament for a total prize fund of $200,000.

II. Retail Tie-Ins

In order to secure display in key trade classes and drive consumers to retail, we will test a bowling themed retail program geared to supermarkets in the top 60 Cambridge markets from mid-September through mid-October, scheduled to run simultaneously with the bowling program. Program is three-tiered and offers:

1. Consumer on-carton incentive.
2. Bowling center coupon.
3. Retailer incentive to buy into program.

A. Consumer On-Carton Incentive

1. Offer "Buy One, Get One Free" cou-fund on-carton at retail.

2. Cou-fund will be keyed to specific, participating bowling centers at which coupon can be redeemed.

3. Coupon specifies redemption of one coupon per person per day. Valid through November 30, 1991. Cannot be used for league or tournament play.

4. Cambridge to reimburse proprietor approximately $.60 for each coupon redeemed.

B. In-Center Coupon

In order to drive the consumer from the bowling center back to retail, we'll create a display featuring tear-off coupon that offers (X) amount off next purchase of Cambridge cigarettes and specifies participating supermarkets where coupon can be redeemed.

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C. Retailer Incentive Program

In order to gain end-aisle display, all retailers that buy into the program will receive bowling-related prizes that they can use any way they chose, i.e., for their customers or employees.

Prizes for each participating store are as follows:

1. A bowling party for each participating store.
2. Team entry into a mini Cambridge tournament for participating retail stores. Winning team wins a trip to Reno for the Finals.
3. Slot in Pro/Am competition held prior to professional tournament in key markets, as well as seats at pro tournament.

Details to be fine-tuned.

III. Government Affairs

Government Affairs to explore the possibility of working with the BPAA in order to:

1. Utilize their membership and BPAA magazine as a communications channel.
2. Capitalize on the network of legislative committees and national lobbyists to help combat "anti" legislation through bowling parties, clinics with pros, etc.
3. Generate names for Government Affairs database.

IV. Name Generation

Utilize entry form for tournament as name generation devise to expand database.

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